

8:00 a.m.	Registration/Continental Breakfast
9:00 a.m.	Welcome Mark Dempsey , Vice President, Appalachian Power Vice President, Discover the Real West Virginia Foundation, Inc. Introduction of U.S. Senator Jay Rockefeller Dr. James P. Clements , President West Virginia University Morning Keynote Speakers: Senator Jay Rockefeller , U.S. Senate Neil Hawkins, Sc.D. , Vice President, Sustainability and Environmental Health and Safety, The DOW Chemical Company
10:30 a.m.	Panel 1: Smart Business – The Case for Sustainability
12:00 p.m.	Luncheon - featuring local foods
12:30 p.m.	Luncheon Keynote Speaker Anthony Flaccavento , President & Founder SCALE, Inc. (Sequestering Carbon Accelerating Local Economies)
1:15 p.m.	Panel 2: Emerging Opportunities for Sustainable Business
2:30 p.m.	Panel 3: Green Job Resources, Training & Certification
3:45 p.m.	Moving Forward - Next Steps for a More Diverse Economy
4:00 p.m.	Close of Summit

For more information on the Summit,
and /or to register, please go to
www.drwvfoundation.org.

Panel 1: Smart Business – The Case for Sustainability

Companies, governments, and organizations big and small are using environmentally-sound strategies to innovate, create value and build competitive advantage. Hear why some of the region's most forward-thinking firms and organizations are taking steps towards sustainability.

- **Mark Berardi**, Manager, Benchmarking and Yokoten
Toyota Motor Manufacturing West Virginia
- **Jim Hunt**, Executive Director, Sunnyside Up-Campus
Neighborhood Revitalization Corporation
- **Eric Landen**, President & CEO, Landen Consulting
- **Sandra Nessing**, Managing Director, Sustainability & ESH
Strategy & Design, American Electric Power
- **Chris Yura**, Founder, SustainU

Panel 2: Emerging Opportunities for Sustainable Business

There are growing opportunities in sustainable energy, building, agriculture, manufacturing, exporting and innovation. Panelists from many of these sectors will discuss their work and what they see for the future.

Moderator:

Jose V. Sartarelli, Ph.D., Milan Puskar Dean, College of Business
and Economics, West Virginia University

- **Sustainable Energy:**
Dr. Carl Irwin, Industries of the Future, West Virginia Coordinator
WVU National Research Center for Coal and Energy
- **Sustainable Building:**
Adam Krason, Principal, Business Development, ZMM Architect
- **Sustainable Agriculture:**
Denise Barrett, Executive Director,
Appalachian Sustainable Development
- **Sustainable Innovation:**
Eric Mathis, Smart-Tech Director, The JOBS Project
- **Sustainable Manufacturing & Exporting:**
Bill McElnea, Lead, Sustainability Manufacturing Initiative
U.S. Department of Commerce

Panel 3: Green Job Resources, Training & Certification

The sustainability fields often require a new level of education, training and investment. West Virginia has a growing list of providers who are helping to prepare workers and business owners meet tomorrow's opportunities.

Moderator:

- **Pam Curry**, Executive Director, Center for Economic Options
- **Joe Brouse**, Business Leader, Natural Capital Investment Fund
- **Kelly A. Bragg**, Energy Development Specialist
West Virginia Division of Energy
- **Matt Ernest**, Executive Director of Workforce Development
Bridgemont Community & Technical College
- **Clement Solomon, Ph.D.**, Director of Sustainability
West Virginia University
- **Sid Valentine**, Director of Workforce and Economic Development
West Virginia Council for Community and Technical College Edu

What's in it for me?

Whether you're a municipal government, business or an entrepreneur looking for new business opportunities... learn how to reduce costs, increase profits and save the planet too!

In the new climate for business, the status quo is not a viable option. Companies and other organizations, such as governments and nonprofits, that want to survive and thrive, are increasingly finding ways to:

ADAPT

to new eco-realities

INNOVATE

and create ways to benefit your business and open new market opportunities

TRANSFORM

your operations to be more sustainable and profitable

Featured keynote speakers

**U.S. Senator
Jay Rockefeller**

Neil Hawkins, Sc. D
The Dow Chemical Company
Vice President
Sustainability and Environmental
Health and Safety

Anthony Flaccavento
SCALE, Inc.
Sequestering Carbon
Accelerating Local Economies

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Discover the Real West Virginia Foundation
405 Capitol Street, Suite 512
Charleston, West Virginia 25301
304-345-0700